

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND ELECTRONIC WORD OF MOUTH ON EMINA PRODUCT PURCHASE DECISIONS (Case Study on UNPAB Management Study Program Students Class of 2020)

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Abstract

This study aims to test and find out more clearly "The Effect of Product Quality, Price, and Electronic Word of Mouth on Purchasing Decisions for Emina products (Case Study on UNPAB Management Students class of 2020)". This study uses a quantitative method involving 78 respondents. data collection was carried out using the distribution of questionnaires via google form. The data obtained was analyzed with a statistical formula, namely by using multiple linear regression analysis which was processed using the SPSS version 20 program. The results of quantitative research indicate that Product Quality, Price, and Electronic Word of Mouth partially have a positive and significant effect on Emina Product Purchasing Decisions. and Product Quality, Price, Electronic Word of Mouth simultaneously have a positive and significant effect on Emina Product Purchasing Decisions.

Keywords : *Product Quality, Price, Electronic Word of Mouth, Purchasing Decisions*

1. INTRODUCTION

In this era, beauty products such as cosmetics are increasingly in demand. Cosmetic products are an important need for every individual, both women and men. The increasing demand for beauty products makes the beauty industry sector compete in marketing its products to attract consumer attention. Based on data from the directorate of cosmetics supervision report, the number of cosmetics industries in Indonesia has increased from 858 in 2021, up 2% to 913 in 2022, to 2023 up 4.5% to 1039. Very tight competition is pushing companies in the cosmetics sector to continue developing strategies to capture market share. The presence of threats from new businesses in this sector is a factor that encourages cosmetic companies to be more proactive in facing market dynamics.

PT Paragon Technology and Innovation focuses on the beauty industry in Indonesia and manages several well-known cosmetic brands in Indonesia. With more than 38 years of experience, PT Paragon Technology and Innovation is recognized as one of the largest national cosmetics companies in Indonesia and has been counted at the international level. PT Paragon Technology and Innovation produces brands such as Wardah, Make Over, Kahf. On March 13, Emina officially launched into the Indonesian cosmetics industry with the slogan "You were born to be loved" and the concept "Beauty is fun in Emina's world" (Dewi & Wahyuni, 2020). The Emina logo has the origins of the words love, joy and dream, meaning: the color pink has the meaning of good energy to love and cherish. Love has the meaning of Emina telling women to love their uniqueness. Happiness symbolizes passion, stamina, and the confidence to express and share joy. And dreams are a symbol of freedom, dreams, new perspectives and self-confidence to motivate women to have the dreams they want.

Based on survey data conducted by compas.co.id which focuses on e-commerce such as shopee and tokopedia. In 2021, the available Emina product sales data is in february, while in 2022 the available. Emina sales data is in september. Emina sales data for 2021 for the period 1-18 february with total sales of 4.5 billion (based on the Kompas article) and for 2022 for the period 1-15 september with total sales of 1.59 billion (based on the Kompas article) . There was a decline in sales of 4.8% from 2021 for the period 1-18 february to 2022 for the period 1-15 september.

Purchasing decisions are someone's thoughts in determining what they want to buy according to their desires. As is known, cosmetic products currently offer a variety of choices

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according to the latest trends. In deciding to buy a product, consumers not only pay attention to the quality of the product, but they also consider the price aspect according to their budget and based on positive reviews from other users. Good product quality can attract customers' attention, this is because consumers are increasingly critical in choosing a product. Interest in beauty products continues to increase, including adults and many teenagers. Emina operates in the teenage market segment as the main target in society. Emina believes that every woman's beauty includes an inner beauty that cannot be hidden. Emina strives to create natural makeup that suits each person's personality. As an illustration, because the Emina brand is very popular among teenagers, brand sales reached extraordinary levels.

Before making a purchase, considering price is also important for consumers, especially with the advent of the internet era which makes users increasingly critical in searching for product information, including price information. Price preferences desired by consumers vary, some people are willing to pay more to get the expected quality, while others pay less even at the risk of getting less than satisfactory quality (Nurrohman & Utama, 2018). Apart from product quality and price, electronic word of mouth is also a consideration for consumers when deciding to buy a product. Product reviews that consumers post on the internet are one of the most important forms of online WOM communication for consumers. It has become a common habit to look for online product reviews when gathering information about products to be purchased (Jalilvand & Samiei, 2012). Emina always posts product content to get consumers' attention and interact with consumers. Reviews provided by consumers through comments posted by Emina and reviews provided by consumers on social media. However, not every Emina post and review made by consumers on social media only gets positive reviews, but consumers often give negative reviews.

Research conducted by Nurrohman & Utama (2018) on "The Influence of Electronic Word of Mouth, Price and Product Quality on Purchasing Decisions (Case Study on Blackberry Brand Smartphones in Yogyakarta)" states that electronic word of mouth, price and product quality simultaneously influence positive towards the decision to purchase a BlackBerry brand smartphone. Another research conducted by Yunefia & Ekanti (2020) on "The Influence of product quality, price and advertising on purchasing decisions for Emina lipstick products in Yogyakarta" stated that product quality and price variables had no effect on purchasing decisions for Emina lipstick products in Yogyakarta. Based on the background above, researchers are interested in researching "The Influence of Product Quality, Price, and Electronic Word of Mouth on Emina Product Purchasing Decisions (Case Study on UNPAB Management Study Program Students Class of 2020)".

Formulation of the problem

- 1) Do product quality, price and electronic word of mouth partially influence Emina product purchasing decisions among UNPAB management study program students class of 2020?
- 2) Do product quality, price and electronic word of mouth simultaneously influence the decision to purchase Emina products among UNPAB management study program students class of 2020?

LITERATURE REVIEW

Purchase Decision

According to Andrian (2022) purchasing decisions are a person's consideration of various options in deciding whether to buy a product or not. Meanwhile, according to Indrasari (2019), it is a process carried out by someone to make a decision to buy goods offered by the seller. Purchase decisions refer to the steps taken by buyers when they decide to purchase an item. The consumer purchasing decision process consists of a series of steps in which buyers choose between various problem solution options, which are then implemented through concrete actions (Harahap, 2015). General factors that influence purchasing decisions according to Andrian (2022): (1) Easy access; (2) Store Appearance and product quality; (3) Product information and EWOM; (4) Affordable prices; and (5) Attractive promotions.

Purchasing decision indicators according to Andrian (2022) there are 5 indicators of purchasing decisions, namely:

1. Problem recognition, namely: buyers begin to realize that there is a mismatch between current conditions and the desired conditions to meet their needs. This perception comes from the awareness that actual conditions and desired conditions are different.
2. Information search, namely: a buyer who starts to feel interested will be encouraged to look for more information.
3. Alternative evaluation, namely: the process of considering buyers' choices for goods, brands and choosing the one that best suits their wishes.
4. Purchasing decisions, namely: buyers will consider the brands listed in the selection ranking at the purchasing decision stage.
5. Post-purchase evaluation, namely: buyer satisfaction or dissatisfaction with a product will have an impact on their behavior in the future.

Product quality

According to Kotler & Armstrong (2006) product quality is a characteristic or feature of a product or service that is related to its ability to meet specific customer needs or requirements. Meanwhile, according to Sanny & Daulay (2022) product quality is the strength of a product to carry out various uses, such as durability, superiority, usability, ease of use, and ease of repair. Adapting products to market needs and customer preferences is the best way to produce products. Factors that influence product quality according to Kotler & Armstrong (2006) are: 1) Market; 2) Finance; 3) Management; 4) Human; 5) Motivation; 6) Materials; 7) Machines and mechanics; 8) Modern information methods; and 9) Production process requirements. According to Kotler (2013) in the journal Marham et al (2023), product quality indicators are: 1) Durability, referring to the length of time a product lasts or the time required for replacement; 2) Aesthetics, including how the product looks and is used; (3) Features, uniqueness of the product intended to increase its functionality or attract customer attention; (4) Conformity, the extent to which the basic functional features of a product meet the specifications set by a particular customer or whether the product is free from defects.

Price

According to Kotler & Armstrong (2006) price is the monetary value of a product or service or the total value given by consumers as a result of owning or using the product or service. Meanwhile, Amirullah & Hardjanto (2005) is determined by the process of determining the value of a product, and the meeting point where supply and demand for that product meet. Factors that influence prices according to Kotler & Armstrong (2006) are: 1) Determination of prices based on value, determining prices based on value from the buyer's perspective without costs for the seller which is the main factor in determining prices; 2) Determination of prices based on good value, to provide fair value at the prices set, pricing based on good value consists of offering a combination of high quality goods and services; 3) Value- added pricing, to support pricing at higher prices, pricing through a value-added approach involves increasing features and services. According to Kotler (2009) in the journal Martiyasari & Sugijanto (2021) there are several indicators used to measure prices, namely:

1. Affordable prices: affordable prices can attract consumers so that products will sell quickly.
2. Matching price with product quality: the price of the product offered must have the same quality , if the price is expensive but the quality is not satisfactory, consumers will be disappointed and will think about buying the product.
3. Price comparison with similar products: companies must carry out research before determining product prices, this is because product price competition on the market can influence consumers in purchasing decisions.
4. Price must match the benefits: the benefits of the product must match the price offered, because good benefits can satisfy consumers.

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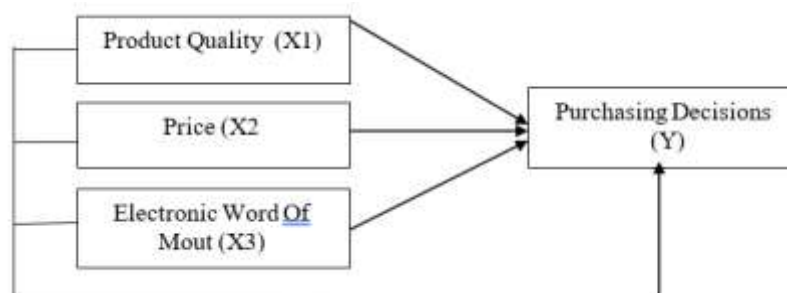
Electronic Word of Mouth

According to Kotler (2012) in the journal Elvina & Sarah (2021) electronic word of mouth is a marketing strategy using the internet to create news impact through conversations between individuals to support marketing efforts and goals. Meanwhile, according to Sualang et al (2023) electronic word of mouth is an expression of praise and criticism of a product or company conveyed by consumers, currently or previously, via the internet. Any expression of praise or criticism expressed by potential consumers, active consumers, or ex-consumers. Factors that influence EWOM according to Kotler & Keller (2009) in the journal Priambodo & Subyanto (2017), namely: 1) Talking about: this process is started by individuals who are involved with a particular product or activity and want to share information about it with other people in the area. social media; 2) Promoting: someone tells other people about a product they have consumed via social media, they may without realizing it promote the product; 3) Provide recommendations: based on the positive experiences they have with the product, people tend to recommend the product to others; 4) Offering a product or brand: the sales process does not always involve sales agents such as sales, consumers can also influence other people who initially do not believe or have a negative perception of a brand, eventually have positive beliefs and perceptions and try to use the product.

According to Kotler (2012) in the journal Elvina & Sarah (2021) the EWOM indicators are:

1. Intensity consists of three factors: frequency of opening information on social media, frequency of interactions with users, and the number of comments made by users.
2. Consumer opinions, consisting of: recommendations from someone who uses the product, can be in the form of positive comments or negative comments on social media.
3. Content, consisting of: information about product variants, information about product quality, and information about prices.

Framework



Source: SPSS Processing Results Version 20.0 (2024

Figure 1 Conceptual Wireframe

2. IMPLEMENTATION METHOD

When carrying out an analysis, it is necessary to determine the type or method for determining the analysis. This study was conducted at the Panca Budi Development University in Medan and used quantitative methods. Population is a collection of subjects used as a generalization of research results. Population includes all characteristics and attributes of the subject or object (Wiyono, 2011). The population in this study were active students majoring in management class of 2020 at Panca Budi Development University. The sample is several characteristics of part of the population that is represented and studied, or part of the population that is represented (Wiyono, 2011). The selection of this research sample was carried out using the purposive sampling technique, namely determining respondents from the population using certain criteria. The population criteria for this population are: (1) Class of 2020 Management Students who are still active, (2) Students who have purchased Emina products more than once. To determine the number of samples taken, the researcher used the slovin formula , the number of

samples for this study was 78 respondents. The data collection technique in this research was by distributing questionnaires via google form with likert scale measurements. The data analysis method in this research uses Validity Test, Reliability Test, Normality Test, Multiple Linear Regression Test, Hypothesis Test and Coefficient of Determination Test.

3. RESULTS AND DISCUSSION

1. Validation Test Results

Table 1 Validity Test

Variable	Items	Corrected Item-Total Correlation	r-table	Information
Product Quality (X1)i	X1.1	,670	,223	Legitimate
	X1.2	,714	,223	Legitimate
	X1.3	,699	,223	Legitimate
	X1.4	,664	,223	Legitimate
	X1.5	,702	,223	Legitimate
	X1.6	,674	,223	Legitimate
	X1.7	,790	,223	Legitimate
	X1.8	,762	,223	Legitimate
Price (X2)	X2.1	,756	,223	Legitimate
	X2.2	,740	,223	Legitimate
	X2.3	,717	,223	Legitimate
	X2.4	,676	,223	Legitimate
	X2.5	,628	,223	Legitimate
	X2.6	,615	,223	Legitimate
	X2.7	,621	,223	Legitimate
	X2.8	,644	,223	Legitimate
Electronics Word of Mouth (X3)	X3.1	,669	,223	Legitimate
	X3.2	,645	,223	Legitimate
	X3.3	,661	,223	Legitimate
	X3.4	,704	,223	Legitimate
	X3.5	,512	,223	Legitimate
	X3.6	,567	,223	Legitimate
Purchase Decision (Y)	Y.1	,563	,223	Legitimate
	Y.2	,742	,223	Legitimate
	Y.3	,455	,223	Legitimate
	Y.4	,548	,223	Legitimate
	Y.5	,705	,223	Legitimate
	Y.6	,747	,223	Legitimate
	Y.7	,704	,223	Legitimate
	Y.8	,752	,223	Legitimate
	Y.9	,647	,223	Legitimate
	Y.10	,662	,223	Legitimate

Source: SPSS Version 20.0 Processing Results (2024)

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Validity tests and questionnaires were carried out using $N=78$, degrees of freedom (df) = $N - 2 = 76$, and the significance level used was 5%, so that $r\text{-table} = 0.223$. Decisions were taken if the criteria were met, namely $t\text{-count} > r\text{-table}$, then all variables and indicators for the question items are valid because the corrected item total correlation value is above 0.223.

2. Reliability Test

The Reliability Test is used to see the level of data reliability for each research variable with the requirement that the Cronbach's Alpha value must be above the $r\text{-table}$, namely: 0.223.

Table 2 Reliability Test

Variable		Cronbach's Alpha	Information
Product Quality (X1)		,908	Reliabel
Price (X2)		,889	Reliabel
Electronic Word of Mouth (X3)		,840	Reliabel
Purchase Decision (Y)		,900	Reliabel

Source: SPSS Processing Results Version 20.0 (2024)

Based on the data above, it can be concluded that the variables product quality, price, electronic word of mouth have a Cronbach's Alpha value above 0.60, so it can be concluded that the data is reliable

3. Classical Assumption Testing

a. Data Normality Test

The normality test is carried out to see whether the data to be analyzed is normally distributed or not.

1) Histogram Test

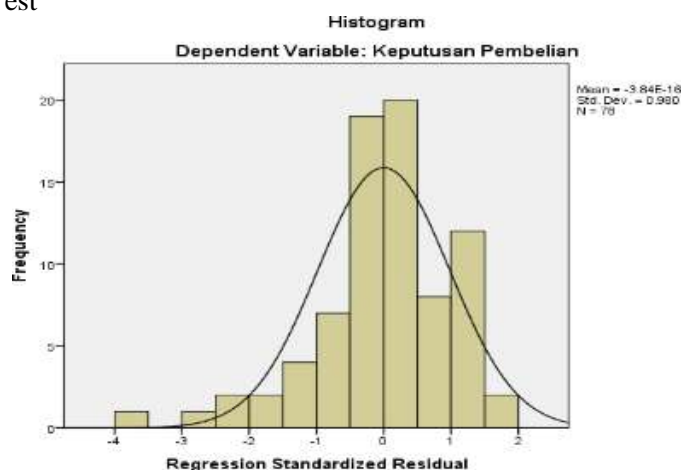


Figure 2 Normality Test Histogram

Source: SPSS Processing Results Version 20.0 (2024)

The shape of the histogram, which is shaped like a bell with a balanced bulge in the middle, shows that the normality test on the data is normally distributed.

2) PP Plot Test

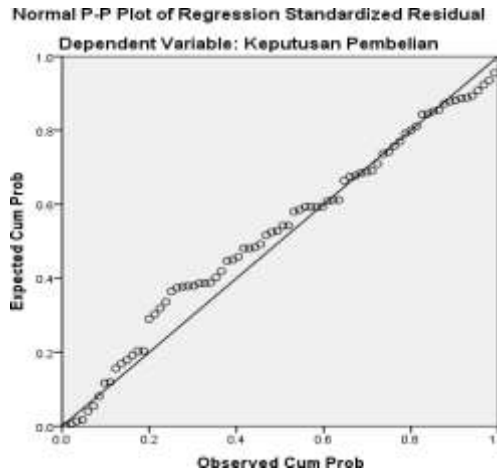


Figure 3 PP Plot Normality Test

Source: SPSS Processing Results Version 20.0 (2024)

In the image shown, the data normality test using PP Plot shows that the distribution of data points is close to the diagonal line which shows normal distribution of data. Therefore, based on this normality test, the data for the purchasing decision variable is normally distributed.

3) Uji Kolmogorov-Smirnov

Table 3 Kolmogorov-Smirnov Test Table

		Unstandardized Residuals
N		78
Normal Parameters ^{a, b}	Mean	.0E-7
	Std. Deviation	1.84134257
Most Extreme Differences	Absolute	.118
	Positive	.051
	Negative	-.118
Kolmogorov-Smirnov Z		1.043
Asymp. Sig. (2-tailed)		.227

Source: SPSS Processing Results Version 20.0 (2024)

It can be seen that the results of data processing, the Kolmogorov-Smirnov significance value is 0.227, so it can be concluded that the data is normally distributed, where the significance value is greater than 0.05.

b. Multicollinearity Test

The multicollinearity test was carried out to determine whether there was a significant correlation between the independent variables in the regression model, checking the tolerance and variable inflation factor (VIF) from the analysis results. If the tolerance is greater than 0.10 or the VIF is smaller than 10, then there is no multicollinearity.

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Table 4 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Product Quality	,288	3,469
Price	,348	2,876
Electronic Word of Mouth	,496	2,018

Source: SPSS Processing Results Version 20.0 (2024)

It can be seen that the tolerance value includes product quality $3.469 > 0.10$; price $2.876 > 0.10$; and electronic word of mouth $2.018 > 0.10$ and variance inflation (VIF) figures include: product quality $0.288 < 10$; price $0.348 < 10$; and electronic word of mouth $0.496 < 10$, then multicollinearity does not occur.

c. Heteroscedasticity Test

The heteroscedasticity test is carried out to determine whether there is heteroscedasticity, the desired quality of the regression model, or whether there is inequality in the residual variance of the observations.

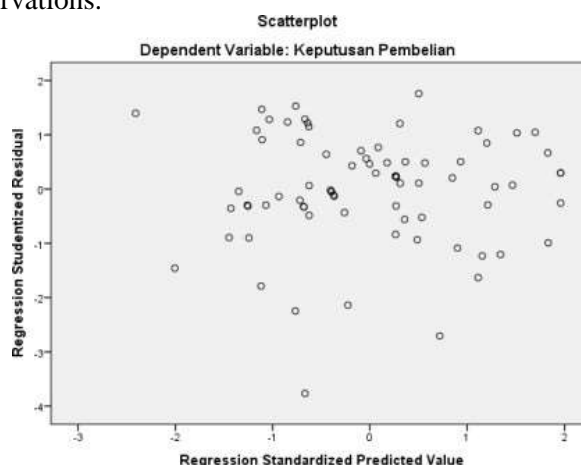


Figure 4 Heteroscedasticity Test Scatterplot

Source: SPSS Processing Results Version 20.0 (2024)

Looking at the picture, it can be concluded that the data is normal because the sample grains are spread randomly without a pattern.

4. Multiple Linear Regression

Multiple liner regression has the aim of calculating the magnitude of the influence of two or more independent variables on one dependent variable and predicting the dependent variable using two or more independent variables.

Table 5 Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	3,930	1,567	
Product quality	,705	,076	,666
Price	,241	,077	.203
Electronic Word of Mouth	,223	,086	,142

Source: SPSS Processing Results Version 20.0 (2024)

Based on the table, multiple linear regression is obtained as follows: $Y = 3.930 + 0.705 X_1 + 0.241 X_2 + 0.223 X_3 + e$.

The interpretation of the multiple linear regression equation is:

- If everything in the independent variables is considered zero then the purchasing decision (Y) is 3.930.
- If there is an increase in product quality by 1 (one) unit, then the purchasing decision (Y) will increase by 0.705.
- If there is an increase in price by 1 (one) unit, then the purchasing decision (Y) will increase by 0.241.
- If there is an increase in Electronic Word of Mouth by 1 (one) unit, then purchasing decisions (Y) will increase by 0.223.

5. Partial Significant Test (Uji t)

Table 6 Partial Test (t Test)

Model	Q	Sig.
(Constant)	2,508	.014
Product quality	9,300	,000
Price	3,118	,003
Electronic Word of Mouth	2,598	.011

Source: SPSS Processing Results Version 20.0 (2024)

Based on the table above it can be seen that:

- Product quality has a positive and significant effect on Emina product purchasing decisions. The results show that H_a is accepted and H_0 is rejected, if t count is $9.300 > t$ table 1.992 or Sig. t $0.000 < \alpha$ 0.05, then H_a is accepted and H_0 is rejected, this means that H_1 in this study is supported.
- Price has a positive and significant effect on Emina product purchasing decisions. The results show that H_a is accepted and H_0 is rejected, if t count is $3.118 > t$ table 1.992 or Sig. t $0.003 < \alpha$ 0.05, then H_a is accepted and H_0 is rejected, this means that H_1 in this study is supported.
- Electronic word of mouth has a positive and significant effect on Emina product purchasing decisions. The results show that H_a is accepted and H_0 is rejected, if t count is $2.598 > t$ table 1.992 or Sig. t $0.011 < \alpha$ 0.05 then H_a is accepted and H_0 is rejected, this means that H_1 in this study is supported.

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6. Test (f Test)

Table 7 Simultaneous Significant Test (f Test) ANOVA^a

Modeli	F	Sig.
Regression	201,036	,000 ^b
Residual		
Total		

Source: SPSS Processing Results Version 20.0 (2024)

calculated F value is 201.036 > f-table is 3.117 with a significance of 0.000 < 0.05, so it can be concluded that product quality, price and electronic word of mouth have a significant positive effect on Emina product purchase decisions. This means that H4 in this study is supported.

7. Coefficient of Determination

Table 8 Coefficient of Determination Test Model Summary^b

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,944 ^a	,891	,886	1,878

Source: SPSS Processing Results Version 20.0 (2024)

The R-squared value is 0.891 as the coefficient of determination, indicating that product quality, price and electronic word of mouth can influence purchasing decisions by 89.1% and the other 10.9% is influenced by factors or variables not included in the model. It can be concluded that the influence of all independent variables including product quality, Price, and EWOM on the dependent variable on purchasing decisions is quite significant.

DISCUSSION OF RESEARCH RESULTS

a. The Influence of Product Quality on Emina Product Purchasing Decisions

Product quality has a positive and significant effect on Emina product purchasing decisions. The results show that Ha is accepted and H0 is rejected, if t count is 9.300 > t table 1.992 or Sig. t 0.000 < α 0.05, then Ha is accepted and H0 is rejected. The results of this research are in accordance with research by Rumawung et al (2021) with the title "The Influence of Product Quality and Word of Mouth on Purchase Decisions for Maybelline Transmart Kairagi Cosmetics products" one of the results of which shows that product quality has a positive and significant influence on purchasing decisions. This means that every change in purchasing decisions is influenced by product quality.

b. The Influence of Price on Emina Product Purchasing Decisions

Price has a positive and significant effect on Emina product purchasing decisions. The results show that Ha is accepted and H0 is rejected, if t count is 3.118 > t table 1.992 or Sig. t 0.003 < α 0.05, then Ha is accepted and H0 is rejected. This is in accordance with research by Widyanto & Albetris (2021) with the title "The Influence of Brand Image, Price, Promotion, and Electronic Word of Mouth on Purchasing Decisions for Wardah Pressed Powder Products at PT Paragon Technology and Innovation (Case study of STIE Graha Karya Economics Faculty Students Muara Bulian)" where one of the results of the research shows that price has a significant influence on purchasing decisions for Wardah pressed powder products at PT Paragon Technology and Innovation .

c. The Influence of Electronic Word of Mouth on Emina Product Purchasing Decisions

Electronic word of mouth has a positive and significant effect on Emina product purchasing decisions. The results show that H_a is accepted and H_0 is rejected, if t count is $2.598 > t$ table 1.992 or Sig. t $0.011 < \alpha$ 0.05, then H_a is accepted and H_0 is rejected. The results of this research are in accordance with research by Febriyanti & Dwijayanti (2022) with the title "The Influence of E-Service Quality and Electronic Word of Mouth (EWOM) on Purchasing Decisions for Emina Cosmetic Products (Case Study of Teenagers in Surabaya City)". The results of the research show that electronic word of mouth (EWOM) has a positive and significant influence on purchasing decisions for Emina products in Surabaya.

d. The Influence of Product Quality, Price, and Electronic Word of Mouth on Emina Product Purchasing Decisions

Product quality, price and electronic word of mouth have a significant positive effect on Emina product purchasing decisions. "The results of the research show that the calculated F value is $201.036 > f$ - table of 3.117 with a significance of $0.000 < 0.05$, so it can be concluded that the fourth hypothesis in this research. The results of this research are in accordance with research by Nurrohmah & Utama (2018) with the title "The Influence of Electronic Word of Mouth, Price, and Product Quality on Purchasing Decisions (Case study on Blackberry Brand Smartphones in Yogyakarta)" research results show that electronic word of mouth, price, and product quality simultaneously influence purchasing decisions.

4. CONCLUSION

From the results of the research and analysis that have been carried out, conclusions can be drawn to answer the problem formulation in this research: (1) Product Quality, Price, and Electronic Word of Mouth partially have a positive and significant influence on the Purchase Decision of Emina products among management study program students UNPAB class of 2020. (2) Product Quality, Price, and the Electronic Word of Mouth simultaneously have a positive and significant influence on purchasing decisions for Emina products among UNPAB management study program students class of 2020.

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